

Intro OMB Control Number:   
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### Parent Interview Guide

#### Research Questions:

- What are the effects of campaign exposure on parents/caregivers in the target sites?
- Does individual interview data from the school sites suggest a cause-effect relationship between campaign exposure and changes in parent attitudes and behaviors at the target sites?

Thank you for your willingness to participate in this interview. In our discussion today, I will ask you a number of personal questions that relate to your role as a parent or caregiver. Please know that everything you say, and your identity, will be kept confidential. If you feel at all uncomfortable answering any question, at any point, you can skip the question or stop the interview.

Recently, you completed a survey that included questions about your attitudes and behaviors regarding underage drinking. Today I am going to ask similar questions as those included in the survey, but will delve deeper to better understand your unique experiences, attitudes, and perceptions.

To begin, I would like to get some background information on you as a parent or caregiver.

- How many children do you have?
- How old is your child/ How old are each of your children?
  - Repeat back for confirmation: So you have \_\_\_\_ child/children who is/are between the ages of 9 and 15. What are each of their ages?

The next set of questions will specifically pertain to your child/children who is/are between the ages of 9 and 15.

- What are your highest priorities for your child/children?
- What are your greatest concerns for your child/children?
- How concerned are you about your child/children drinking alcohol?
  - Can you elaborate on this point? Why do you feel this way?

- o Has this level of concern (or lack of concern) changed over time?
  - How so?
  - What has sparked this change?
- o [IF MORE THAN ONE CHILD BETWEEN AGES 9-15] Do these concerns differ for your younger child compared to your older one? How so?
- o Has your child/children tried alcohol before—more than just a few sips?
  - If yes: Can you describe this in more detail? How do you know?
  - If no: What makes you believe this is so?
  - If unsure: What makes you uncertain?
- Do you believe that there is anything that you could do to prevent your child from drinking alcohol?
  - o If yes: Like what?
    - Why do you believe this would be effective?
  - o If not: Why not?
- Have you ever spoken to your child/children about underage drinking?
  - o Once or multiple times?
    - If multiple: How often do you speak to your child/children about underage drinking?
  - o When did you first speak to your child/children about underage drinking?
  - o What prompted you to have the first conversation?
    - If multiple: what prompted other conversations?
  - o Have you spoken to you child/children about underage drinking in the last year?
  - o What prompted this conversation/these conversations in the last year?
- When you've spoken to your child/children about underage drinking, what have you said?
  - o Can you elaborate on that a little more?
- Do you believe that talking to your child/children about underage drinking is effective at preventing him/her/them from drinking alcohol?
  - o Why or why not?
- What, if any, barriers do you encounter when talking to your child about drinking?
- [IF MORE THAN ONE CHILD BETWEEN AGES OF 9-15.] Again, please let me know how these challenges differ, if at all, based on the age of your children.

The next set of questions relate to your level of familiarity with the “Talk. They Hear You.” campaign operated by the U.S. Substance Abuse and Mental Health Services Administration.

- Are you at all familiar with the “Talk. They Hear You.” campaign? (Show the campaign logo)
  - o If yes, continue to questions below.
  - o If no, skip to end.
- Where have you seen or heard of this campaign?
  - o What types of media? (e.g., flyers, Facebook, websites, emails, television, radio, newspapers/other publications, billboards)

- What do you remember about this campaign, specifically?
  - Are there any particular words or images that stand out in your memory?
- Please describe the purpose of the campaign in your own words.
- Do you think the campaign was effective at achieving its purpose?

The next set of questions will ask about the impact of the “Talk. They Hear You.” campaign, if any.

- Did the campaign cause you to think differently, at all, about underage drinking?
  - How so?
  - What specifically changed in your thinking?
  - What about the campaign do you think caused this change in how you think about underage drinking?
- Did the campaign influence your level of concern about your child/children drinking alcohol?
  - Did you feel more or less concerned about your child/children drinking alcohol after being exposed to the campaign?
  - Can you explain that a little more?
  - What about the campaign influenced your level of concern?
- Earlier you said that you believed that there was something/wasn’t anything that you could do to prevent your child/children from drinking alcohol. Did the campaign affect your opinion on this matter at all?
  - How so?
- After seeing the campaign, did you talk to your child/children about underage drinking?
  - If yes:
    - IF MORE THAN ONE CHILD BETWEEN THE AGES OF 9 TO 15, Did you speak to both/all of your [X AGED CHILDREN]?
    - Was this the first time you spoke to your child/children about underage drinking?
    - What about the campaign inspired you to have a conversation with your child/children about underage drinking?
    - When you spoke to your child/children, what did you say, exactly?
      - Did something in the campaign materials cause you to say that?
      - IF MORE THAN ONE CHILD BETWEEN THE AGES OF 9 TO 15, Did the discussion with your younger vs. your older child differ? How so?
  - If no:
    - Did the campaign inspire you to *want* to talk to your child/children about underage drinking—even if you haven’t had the conversation yet?
      - If yes:

